



# Return on Integrity

## Brainstorming List for Values, Needs, Wants, and Behaviors

It has been such an honor to connect with thousands of participants within numerous organizations who are serious about building value with values. Since the release of GOOD to the CORE I have asked audiences to think about words that would describe their core values. This document is a representative list of what participants initially listed when asked to think about their core values. It is just the beginning of their process to dig beyond behaviors, wants and needs...to the very core of what they value. Some items on the list may likely represent behaviors, some may reflect wants and others may be needs. And some may be a very deep core value. I make this list available only as a tool to get you thinking...to stir your thoughts, your heart and your soul. May it encourage you to begin to dig beyond the veneer of everyday life to connect to the very core of your values. In doing so, may your everyday life become more valuable!

– John G. Blumberg, Author of *Return on Integrity*  
[www.BlumbergROI.com](http://www.BlumbergROI.com)

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|-----------------------|------------------------------|---------------------|------------------------|
| 2nd Chances           | Appreciative                 | Caring              | Communication          |
| Ability               | Approachable                 | Celebrate Successes | Communicative          |
| Abundance             | Appropriate                  | Celebration         | Community              |
| Accept responsibility | Artistic                     | Centered            | Community Work         |
| Acceptance            | Assertiveness                | Challenge           | Companionship          |
| Accepting             | Attempt To Meet Potential    | Challenges          | Compassion             |
| Accommodating         | Attentiveness                | Challenging         | Compassionate          |
| Accomplishments       | Attitude                     | Change              | Competence             |
| Accountability        | Authenticity                 | Change is good      | Competition            |
| Accountable           | Authority                    | Change Ready        | Compromising           |
| Accuracy              | Availability                 | Character           | Comradeship            |
| Acting                | Aware                        | Charismatic         | Concentration          |
| Acting On Conscience  | Awareness                    | Charitable          | Concern                |
| Action                | Balance                      | Charity             | Concerned              |
| Active                | Balanced                     | Childlike           | Consciousness          |
| Adaptability          | Beauty                       | Children            | Confidence             |
| Adaptable             | Being Supported              | Choices             | Conscience             |
| Adaptive              | Being Supportive             | Choosing The Best   | Conscientious          |
| Admirable             | Belief                       | Christ focused      | Conscientious          |
| Admiration            | Belief in self               | Christ-follower     | Consciousness          |
| Admit Mistakes        | Belief Systems               | Christian           | Considerate            |
| Advocacy              | Beliefs                      | Christianity        | Consideration          |
| Adventurous           | Believe                      | Church              | Consistency            |
| Adversity             | Believe Anything Is Possible | Circumspective      | Consistent             |
| Advocacy              | Believer                     | Class               | Constructive           |
| Alignment             | Believing                    | Cleanliness         | Contemplative Planning |
| Alignment IN Christ   | Big Picture                  | Clear               | Contentious            |
| Allow Growth          | Blessing                     | Coaching            | Contentment            |
| Alone Time            | Bottom-Line                  | Collaborate         | Contributing           |
| Always try your best  | Boundaries                   | Collaboration       | Controlling            |
| Amiable               | Brave                        | Collaborative       | Conviction             |
| Analytical            | Bravery                      | Colorful            | Core Values            |
| Anchored              | Calm                         | Comfort             | Correct Speech         |
| Anticruelty           | Can-do attitude              | Commitment          | Country                |
| Appreciate            | Care giving                  | Committed           | Courage                |
| Appreciation          |                              | Communicating       | Courageous             |



Courageous	Eco-sense	Fearlessness	Great Brother
Courteous	Educated	Feedback	Great Dad
Courtesy	Education	Fidelity	Great Friend
Creating Hope	Effective	Firmness	Great husband
Creative	Efficient	Fitness	Great Son
Creative	Elaborate	Flexibility	Great Stranger
Creativity	Emotional	Flexible	Greater Good
Critical Thinker	Emotional Fullness	Focus	Grounded
Critical Thinking	Empathetic	Focused	Growing
Critical Values	Empathic	Focused on others	Growth
Culture	Empathy	Follow Through	Guidance
Curious	Empowerment	Follow Up	Happiness
Customer Focused	Empower	For Real	Happy
Daring	Empowering	Forgiveness	Hard Work
Dedicated	Encourage	Forgiving	Hard Work/Work Ethic
Dedication	Encouragement	Fortitude	Hard Working
Deep	Encouraging	Forward-Thinking	Harmony
Defender of the weak	Enduring	Frankness	Having Fun
Dependability	Energetic	Freedom	Health
Dependable	Energy	Friendly	Healthiness
Desire	Engage	Friends	Healthy
Detailed	Engaged	Friendship	Healing People/Each Other
Determination	Engagement	Fun	Helpful
Determined	Engaging	Generosity	Helpfulness
Development	Enjoyment	Generous	Helping
Devoted	Enthusiasm	Gentle	Helping Others
Dignity	Enthusiastic	Gentleness	Helping People Find Way
Diplomatic	Environment	Genuine	Back To God
Direct	Environmentally	Give	Home
Direction	Concerned	Give Back	Honest
Directness	Equality	Giving	Honesty
Discernment	Ethical	Giving Back	Honesty/integrity
Discipline	Ethical Behavior	Giving/compassion	Honor
Disciplined	Ethics	Global Consciousness	Honorable
Diversified	Even-Tempered	Goal Oriented	Hope
Diversity	Excitement	Goals	Hopeful
Do The Right Thing	Exciting	God	Hospitable
Do What Is Right	Exclusive	God (Religion)	Humane
Doing	Executed	Going Above And Beyond	Humanitarian
Doing The Best	Execution/Follow Through	Good Food	Humble
Doing The Right Thing	Experience	Good Listener	Humility
Doing The Right Thing All The Time	Experiences	Good mind/memory	Humor
Dream	Expressive	Good Natured	Humor/Laughter
Dreamer	Fact Based	Good provider	Humorous
Dreaming	Fair	Good To Earth	Imagination
Dreams	Fairness	Good Work	Imaginative
Drive	Faith	Goodness	Impact Another Life
Driven	Faithful	Grace	Impartial
Driven - stamina in all things	Faithfulness	Grace/Honor	Improve
Driven By A Higher Cause	Family	Gracious	Inclusive
Economical	Family oriented	Graciousness	Inclusiveness
	Fearful	Grateful	Independence
	Fearless	Gratitude	

Independent	Loving	Opportunities	Priority
Influencer	Loyal	Opportunity	Privacy
Influential	Loyal In All	Optimism	Proactive
Inner Peace	Loyalty	Optimistic	Production
Innovation	Maintain	Order	Productive
Innovation	Make A Difference	Organization	Productiveness
Innovative	Making A Difference	Original	Productivity
Input	Manners	Ownership	Profession
Inquire	Margin	Particular	Professional
Inquisitive	Marriage	Partner	Professionalism
Inquisitiveness	Materialistic	Partnering	Progress
Inspiration	Matter To Another	Partnership	Promises Kept
Inspirational	Maturity	Passion	Prosperity
Inspire	Me	Passionate	Protect
Inspiring	Meaningful	Patience	Protecting
Integration	Mediator	Patient	Provide
Integrity	Mentally Strong	Patriotism	Punctual
Intelligence	Mentor	Pay It Forward	Punctuality
Intelligent	Mentoring	Peace	Purpose
Interdependence	Mercy	Peaceful	Purpose-Driven
Jesus	Mind/Body Connection	Peacefulness	Purposeful
Joy	Mindful	Peacemaker	Quality
Joyful	Mindfulness	People	Quality of life
Joyous	Mistakes	People Focus	Quality-Focused
Justice	Moderation	Performance	Rational
Kind	Modesty	Perseverance	Real
Kind Hearted	Money	Persistence	Realism
Kindness	Moral	Persistent	Realistic
Kingdom ROI	Morally Drive	Personal Growth	Reasonable
Knowing Self	Motivate	Persuade	Recognition
Knowledge	Motivating	Pets	Recognize
Knowledgeable	Motivation	Planet Conscious	Recognize People
Laughter	Motivational	Planning	Reflection
Laughter/funny	Music	Planning For Future	Relationship
Lead By Example	My Faith	Platinum	Relationships
Leader	Myself	Playful	Relaxation
Leadership	Nature	Playfulness	Reliability
Leading	Nature/Environment	Pleasure	Reliable
Learn From Mistake	Need to understand	Polite	Religion
Learning	Needed	Positive	Remembrance
Life	Nice	Positive Attitude	Renewal
Listen	Non-Judgment	Positive Communication	Resilience
Listener	Non-Judgmental	Positive People	Resilient
Listening	Nurture	Positiveness	Resourceful
Living	Nurturing	Positivity	Resourcefulness
Living in faith	Obedience	Possibilities	Respect
Logical	Obedient	Poverty	Respect Boundaries
Looking Beyond Self	Open	Powerful	Respect For Others
Love	Open Heart	Practical	Respect Oneself
Love Unconditionally	Open Mind	Practicality	Respect Others Time
Love/Loving/Unconditional	Open-Minded	Praise	And Possessions
Love	Open-Mindedness	Preach	Respected
Loved	Openness	Present	Respectful



Respectfulness	Servant Leadership	Taking Action	Value (worth)
Responsibility	Serve	Taking Care Of Others	Values
Responsible	Service	Talk The Talk	Variety
Responsive	Service To Others	Talking	Versatile
Responsiveness	Share	Teacher	Versatility
Rest	Sharing	Teaching	Vibrant
Restricting Judgment	Sharing Wealth	Team Player	Vigilant
Results	Shine	Team Work	Virtue
Reverence	Significance	Teamwork	Virtuous
Rewards For A Good Life	Silly	Temperance	Vision
Righteous	Simplicity	Thankful	Vivacity
Righteousness	Sincere	Thankfulness	Volunteer
Resiliency	Sincerity	The fruit of the spirit	Vulnerability
Role Model	Smiles	Thorough	Vulnerable
Sacrifice	Smiling	Thoughtful	Walk The Talk
Safety	Social	Thoughtfulness	Walk The Walk
Safety	Social Activities	Timeliness	Warm
Satisfied with what God has provided	Social Responsibility	Timely	Warmth
Scared	Solidarity	Tolerance	Wealth
Security	Speed	Tolerant	Welcoming
Self Aware	Spirit	Transcendent	Well Being
Self Awareness	Spirited	Transformation	Wellness
Self Control	Spirit-led	Transparency	What You See If What You Get
Self Discipline	Spiritual	Transparent	Wholesome
Self Esteem	Spirituality	Treat everyone the same	Willing
Self Evaluating	Stability	True	Willing To Act
Self Improvement	Steady	True To Self	Willing To Bond With Others
Self Reflection	Steward	Trust	Willing To Help
Self Wellness	Stewardship	Trustful	Willingness
Self Worth	Stick-to-it attitude	Trusting	Wisdom
Self-Aware	Stillness	Trustworthiness	Wise
Self-Awareness	Strength	Trustworthy	WITH Christ
Self-Effacing	Stretch	Truth	With Pride, Not Proudful
Self-Esteem	Strive of improvement	Truthful	Without Judgment
Self-Image	Striving	Truthfulness	Work Ethic
Selfless	Strong	Try Anything Once	Work Hard
Self-Less	Strong Connections With People	Understanding	Working For Others
Selflessness	Strong Foundation	Understanding Others	Working Towards A Mission & Vision
Self-Reflection	Strong Willled	Unflappability	World Conscious
Self-Reliance	Structure	Unity	Worship
Self-Reliant	Succeeding	Unity in Spirit	You 1st Attitude
Self-Ware	Success	Unity in the church	Youthful
Self-Worth	Support	Unpretentious	
Sensitivity	Supportive	Upfront	
Serenity	Supportiveness	Valuable	
Servant	Sympathetic	Value	

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